



Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Travel Show Participation - Go West Summit

Application Completed by: Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

On behalf of Glacier Country, we are applying for \$3316 from our Travel Show budget to attend the "Go West Summit" on January 26-29, 2009, in Albuquerque, New Mexico. The \$3316 is for airfare, room, tax, food, registration and miscellaneous expenses.

This will be the sixth year we have attended Go West. This format allows us face to face time with international tour operators from many destinations including Asia. At this show, like TIA's PowWow, we actually have set appointments and can conduct business during the appointment. Because we continue to see an increase in international requests via the internet and our call center, we will continue to participate in this show. During the market place, we as USA Travel Suppliers, will conduct business negotiations as well as distribute information about Glacier Country, during pre-scheduled, computer generated 15 minute business appointments. Our international requests of Travel Guides are up 37% from previous year.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Trade Show Response/Leads by 3% over 2008

Refer to the portions of your marketing plan, which support this project.

A number of our Marketing Goals can be identified in this project. Goals numbered: 1, 2, 3, 4 and 7 are all addressed as well as all of our Target Demographics; and Other Marketing Elements No. 3.

How does this project support the Strategic Plan?

- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b: Continue winter marketing
- 1.1.c: Attend consumer travel shows
- 1.1.d: Continue marketing to international travelers
- 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2.a: Amplify targeted sales and marketing to attract groups, meetings and conferences
 - 1.2.b: Work with local sports groups to attract regional and national sports competitions in off-peak seasons
 - 1.2.e: Continue to target tour operators to bring group tours and packaged vacations to Montana
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
 - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.
 - 4.1.a: Use local historical/cultural/tribal attractions as venues for conferences and educational seminars.
 - 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets



Approved 7/11/08

Audits/Apps committee

5.1.a: Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

9.2: Foster opportunities to pool public and private marketing dollars

10.2: Create public/private/tribal partnerships for cooperative project implementation

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: ☒ Yes ☐ No

Budget page must be attached for approval.



PROJECT BUDGET

Travel Show Participation - Go West Summit

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

MARKETING/ADVERTISING:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

TRAVEL:			
Lodging	\$1,200.00 +	\$0.00 =	\$1,200.00
Airfare	\$450.00 +	\$0.00 =	\$450.00
Meals	\$216.00 +	\$0.00 =	\$216.00
Miscellaneous	\$150.00 +	\$0.00 =	\$150.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$2,016.00	\$0.00	\$2,016.00

OTHER:			
Registration	\$1,300.00 +	\$0.00 =	\$1,300.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$1,300.00	\$0.00	\$1,300.00

PROJECT TOTAL	\$3,316.00 +	\$0.00 =	\$3,316.00
----------------------	---------------------	-----------------	-------------------